



**CIVIC AFFAIRS COMMITTEE
MEETING MINUTES**

February 10, 2015

CIVIC AFFAIRS COMMITTEE MEMBERS PRESENT: A.M.Clausen, S. Havn, J. Hewitt, C. Kaufman, M. Kehrli, R. Pattengale, V. Svoboda

CIVIC AFFAIRS COMMITTEE MEMBERS EXCUSED: None

STAFF: L. Martin, M. Pierce

TRUSTEES: R.McCluskey

GUESTS: None

1. Call to Order

The meeting was called to order at 4:00 p.m. by **Chair Clausen**. Roll Call taken.

2. Persons Desiring to be Heard

None.

3. Approval of the January 13, 2015 Meeting Minutes

Motion by **Hewitt** to approve the January 13, 2015, Civic Affairs Committee meeting minutes. Motion seconded by **Havn**. Motion unanimously passed.

4. Welcome and Introduction of Committee Members

Clausen requested Committee members and staff to introduce themselves.

5. Village Branding Discussion and Possible Recommendations to Village Board

- a. **Update on Village Public Works, Building and Sewer Department Vehicle Decals** – **Martin** reported that all the decals were ordered, delivered, and picked up by the departments for installation. Building and Sewer Departments have completed installation. The Highway Department will start installation process on their 45 trucks, moving into Spring after they have dealt with the snow.
- b. **Village Branded Apparel** – **Martin** gave background information on apparel. He gave a demonstration on the Village web site. At the web site home page, select "Village Clothing Store," which takes one to a landing page, where one then clicks the Lands End link. This takes one to the site for Village of Mount Pleasant branded gear. Any product from Lands End may be ordered and set up with any of the three options for the Village logo: black, white, or blue/green. Lands End reviews all orders for contrast issues. Lands End will be rolling out a new ordering system in the coming months. Logo fee is \$5.95. After ordering, a confirmation page is brought up, then check out. There will be no overhead or responsibility for the Village. **Wahlen** ordered an item from the site and will bring it in for Committee's inspection, when he returns.
- c. **Update on Village Logo Addition to Park Signage** – **Pierce** is waiting for an estimate from Michael's Signs. He showed the Committee both the old sign and the new one. A couple of options for new signs can be considered. Staff could be trained to install signs. There is no budget for this project, this year. **Martin** was asked to give the history of how the Village logo was developed. He explained that because the Village was using different logos from the 50s and 60s, it was felt a new standardized logo needed to be designed. Ultimately, the logo chosen from three final designs submitted to the Village Board by graphic designers, uses the bridge that was built on the new Village campus, as well as furrows on the right symbolizing farm land. This logo was adopted by the Village Board after 1.5 years of consideration and was done before moving to the new campus. Park signs had never used any of the older Village logos. **Pierce** will get this on the Parks and Recreation agenda for next week's meeting.
- d. **Village Monument Signage on State Highways** – **Martin** stated that there were no updates on this item. Locations will need to be determined, then easements acquired. There will be significant costs for these signs, as well as possible costs in acquiring easements. This summer, he will refer to Finance and



Legal Committee and, most likely, this committee, the sign to be installed at International Drive and Highway 20, in Mount Pleasant Business Park. That will need to be bid out. Discussion on how locations may be determined, as well as how they will be budgeted.

6. Village Communications – Discussion and Possible Action

- a. **Village Promotion Letter to Journal Times – Clausen** wrote a draft article, which focused on the economic development of the Village, and sent it around for comment. **Gleason** planned on economic development being the focus of his article to the Journal Times, so she will be rewriting an article about the mission of the Committee and the recognition of businesses. She will submit the new article to Committee members and staff for comment.
- b. **Tax Bill/Sewer Bill Inserts – Havn** reported that any inserts would need to be ready by mid-March. If there was an additional cost, that cost would be forwarded to Village. There is a concern that specific contact information be provided in insert, so that the Sewer Department is not bombarded with phone calls, as this has happened in the past. Insert should be written to be informative and encourage use of web site, Mount Pleasant address, Mount Pleasant businesses, and promote Mount Pleasant, asking for residents' favorite place in Mount Pleasant. **Kaufman** volunteered to write insert. **Martin** will provide copy of old newsletter. Noted that State map and Racine County map include Mount Pleasant. **Clausen** thought we could develop brochure for distribution to hotel guests. The Real Racine booklet contains no information on Mount Pleasant, although \$700,000 of our hotel tax goes towards its publication.
- c. **Letter to Car Dealerships Re: Mount Pleasant Registrations – Wahlen and Gleason** did send a letter to seven dealerships in Mount Pleasant. It was noted that when a vehicle is registered in Mount Pleasant, some monies come back to our Village.
- d. **Invitation to Service Organizations – Hewitt** stated that Kiwanis Club used to meet here, but they merged with the group who meets at the Y. There are a handful of groups who meet here regularly: two Toastmaster groups, B & I Business networking, and a senior card group are some of the groups. **Hewitt** is looking into other service organizations, and getting a list of rotaries. Condo associations have also used our rooms. It should be mentioned in the newsletter that meeting rooms are available. **Pierce** will check that parks reservations are mentioned on web site. **Clausen** will follow up on an earlier contact with **Jim** at Sew 'N Save about having a quilting show at Village Hall, as he is agreeable to doing so.
- e. **Recognition of Businesses – Clausen** reported that they all had received a listing of the Mount Pleasant businesses. She developed a form that **J. Robers** will put online for tracking visits to businesses by the Committee or Trustees, so that there is no duplication of visits. This form will not be accessible to the public. **Hewitt** contacted RCEDC **Jenny Trick** and asked for information on their structured procedure of visiting businesses, as well as the name of a contact doing these visits. After he receives information, he would like to invite that contact in to address the Committee. **Clausen** challenged Committee members to each visit five businesses, then email her following the visit. Discussion on suggestion that there be a business of the quarter that would be named in the insert with the sewer bills. Criteria to be developed for nomination and evaluation at next meeting. Information on this project could be included in the first insert. Voting could be done on the website. A mailing to businesses could be done at this time, also. Budgetary needs brought up. There are nominal funds in this year's budget, believed to be \$5,000.

7. Village History Narrative for Website – Discussion and Possible Action

Clausen received a rough draft from **Svoboda**. **Clausen** had old information removed from web site. Discussion on history and annexations. **Hewitt** will contact **M. Carrington** to see if **Svoboda** can call her reference Mount Pleasant history. Goal is to get a couple of paragraphs of information on the web site.



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8. Mount Pleasant Day – Discussion

Clausen stated that this was the main reason for the CAC. Festival Foods agreed to fund the City of Racine Fourthfest Board for fireworks. Mount Pleasant Day would be a community event. Committee needs to start thinking about date and time, possibly September. Committee will look at that at next meeting.

9. Adjournment

Motion, at approximately 5:27 p.m., by **Hewitt** to adjourn. Motion seconded by **Kaufman**. Motion passed unanimously.

*Next meeting is Tuesday, March 10, 2015, at 4:00 p.m.

APPROVED